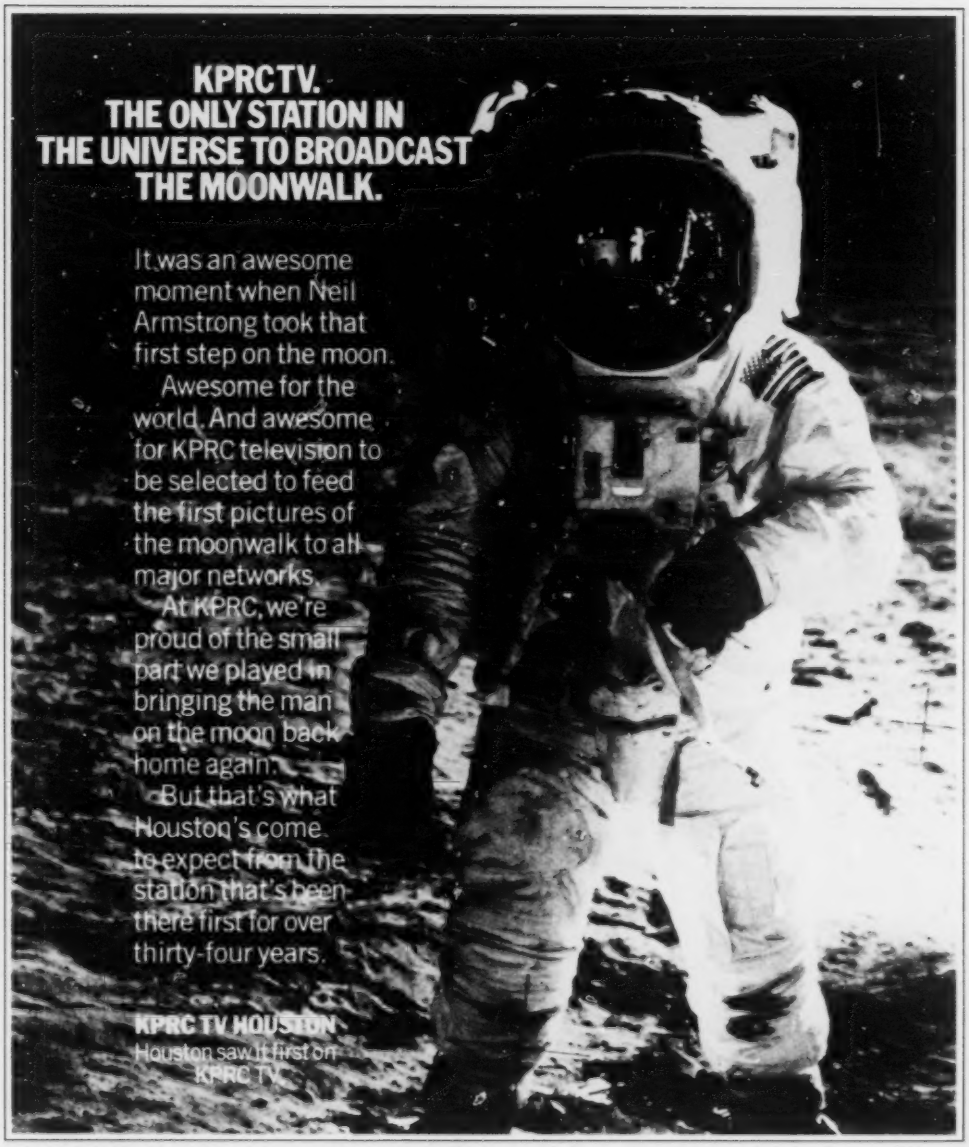
C1750-1 5/18/83

The Fifth Estate

Broadcasting May 16


KPRC TV.
THE ONLY STATION IN
THE UNIVERSE TO BROADCAST
THE MOONWALK.
It was an awesome moment when Neil Armstrong took that first step on the moon.
Awesome for the world. And awesome for KPRC television to be selected to feed the first pictures of the moonwalk to all major networks.
At KPRC, we're proud of the small part we played in bringing the man on the moon back home again.
But that's what Houston's come to expect from the station that's been there first for over thirty-four years.
KPRC TV HOUSTON
Houston saw it first on KPRC TV.

Petry Television, Inc., National Representatives, NBC Affiliate.

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52d Year 1983

Networks take wraps off fall TV schedules (p. 27)
Sony's story (p. 32)
NBC + affiliates

Vol. 104 No. 20

Broadcasting#May 16

Broadcast deregulation heads for Hill showdown □ Fall prime time schedules set □ Sony story □ Affiliates: a look ahead to NBC, a look back to ABC

AUTUMN OFFERINGS □ NBC and CBS announce their fall lineups. **PAGE 31.** The head-to-head competition is charted on **PAGES 32-33.**

RADIO'S VICTORY □ Court of appeals backs FCC radio deregulation order, except for logging abandonment, which is remanded to the commission. **PAGE 33.**

SIX-GUN SOUND □ Broadcasters and their Hill allies fine tune the Tauke-Tauzin deregulation bill and line up votes for upcoming committee battle. **PAGE 35.**

AFFILIATE CONFAB □ Despite continued third-place ratings, NBC affiliates remain patient and supportive of Grant Tinker, believing he is making the right moves. **PAGE 37.**

LAWYERS WORKING OVERTIME □ More than 100 applications arrive at FCC for 13 broadcast properties of RKO General. **PAGE 38.**

SONY SPEAKS □ From the ashes of World War II, Sony Corp. rose to become one of the leading equipment suppliers to both the broadcast and consumer market. In this "At Large" with Chairman Akio Morita, Sony's founding father discusses the company's rise to prominence and what it is doing to stay there. **PAGE 47.** A short course on Sony begins on **PAGE 51.**

AIRING IT OUT □ Battle over Orion application to enter international record carrier field moves to Senate hearing room. **PAGE 58.**

KICKS ON S. 66 □ Opponents of cable deregulation bill, AT&T and some major NLC cities, move to block or change legislation. **PAGE 66.**

BROADCASTING REVIVAL □ General economic recovery is among chief reasons for the resurgence in station values. A look at the latest boom in broadcasting appears on **PAGE 68.**

FOR SALE □ Dun & Bradstreet announces all but one of its television stations are up for sale. Net worth is placed near $250 million. **PAGE 70.**

GIANT SPLIT □ Metromedia announces 10-1 stock split at annual shareholder's meeting. **PAGE 70.**

SPECIAL FEELINGS □ ABC and its affiliates celebrate company's 30th anniversary. Matters of concern include pre-emptions, overruns, teletext and compensation. **PAGE 72.** Elton Rule announces he will step down by year's end. **PAGE 73.** Programing executives review fall prime time schedule. **PAGE 74.** ABC News and Sports President Roone Arledge previews the upcoming news and sports ledger on **PAGES 75-76.**

SPLIT SCREEN □ CBS announces it will accept 30-second ads for two unrelated products from the same company. **PAGE 80.**

FORWARD THINKERS □ AAAA media day addresses impact new technologies will have on the old technologies. **PAGE 80.**

MOVIE SEARCH □ Companies are churning ahead with ad hoc network plans, despite problems of finding suitable movies. **PAGE 83.**

GO FOR IT BROKER □ Despite breaking into the field some 20 years into his professional career, R.C. Crisler has left an indelible mark on station trading, teaching his specialty to colleagues and competitors alike. **PAGE 103.**

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AdVantage

Network TV climbs. Estimated expenditures of network television for first quarter of 1983 rose by 13.6% to $1,628,602,600, up from $1,433,276,300 in first quarter of 1982. CBS-TV led network pack with $562,421,000, followed closely by ABC-TV, $559,150,000, and NBC-TV, $507,031,500.

Food and food products led all categories in network TV spending for first quarter with $248,169,900. Other heavy investing classifications were toiletries and toilet goods, $227,282,000; automotive, $179,144,600; proprietary medicines, $177,467,200 and soap, cleaners and polishers, $81,896,000.

January-March

	1982	1983	% chg.
Early morning:			
Mon.-Fri.	$ 26,026,500	$ 31,641,400	+21.6
Daytime:			
Mon.-Fri.	280,706,000	294,727,500	+ 5.0
Sat.-Sun.	182,949,300	199,953,400	+ 9.3
Early fringe:			
Mon.-Fri.	74,480,400	84,854,100	+13.9
Sat.-Sun.	50,666,500	81,719,800	+61.3
Nighttime:			
Mon.-Sun.	743,859,400	856,405,400	+15.1
Late night:			
Mon.-Sun.	74,588,200	79,301,000	+ 6.3
Total	$1,433,276,300	$1,628,602,600	+13.6

By network

	ABC	CBS	NBC	Total
Jan.-March	$ 559,150,100	$ 562,421,000	$ 507,031,500	$1,628,602,600

□

Different folks. Pittsburgh Brewing Co. has produced two sets of television commercials for advertising campaigns that break this month for its Iron City and I.C. Light brands. Marsteller Inc., client's agency, said spots for Iron City are designed to appeal to local pride and sense of community that characterizes Pittsburgh. Brand is portrayed as long-time friend, and commercial contains music that is aggressive and chauvinistic. In contrast, I.C. Light features stylized graphic look, special effects and reggae music to emphasize energy of product to its target audience, upscale, sophisticated young adults. Campaign for Iron City begins in Pittsburgh area this week and for I.C. Light next week.

□

Not guilty. Panel of National Advertising Review Board found that television advertising by Procter & Gamble Co. for its Top Job liquid cleaner was not "not deceptive or falsely disparaging" to American Cyanamid's Pine Sol. NARB supported previous ruling by National Advertising Division of Better Business Bureaus which concluded that claimed superiority of Top Job, in diluted form, in cleaning greasy spot was substantiated. NAD also found that phrase used in Top Job's commercial, "oil and water just don't mix," indicates that oil emulsifies while Top Job dissolves in water, allowing more contact between active ingredients and greasy dirt, and was "not falsely disparaging to pine oil products."

R. C. CRISLER & CO., INC.

Business Brokers for C.A.T.V., TV & Radio Properties
Underwriting — Financing — Appraising
Licensed Securities Dealers

Richard C. Crisler, Clyde G. Haehnle, Alex Howard, Larry C. Wood
580 Walnut Street, Cincinnati, Ohio 45202
Phone: (513) 381-7775

Agency: Pitluk Group, San Antonio, Tex.

Braum's Ice Cream □ Campaign for ice cream begins in June in Dallas, Tulsa, Okla., and Oklahoma City. Thirteen-week flight will air in morning, midday and evening drive. Target: adults, 25-54. In-house agency: Retail Advertising, Oklahoma City.

American Petrofina □ Gasoline products campaign begins in mid-June for eight weeks in approximately 18 markets with commercials in all dayparts. Target: men, 18-49. Agency: Geer, DuBois, New York.

Schenley □ Campaign for Real Sangria will begin June 27 for six weeks in 15 to 20 markets. Target: adults, 18-34. Agency: Rosenfeld, Sirowitz & Lawson, New York.

Procter & Gamble □ Campaign for Sure deodorant will run in about 20 markets starting May 23 for four weeks in mornings, evenings and weekends. Target: men and women, 12-34. Agency: Wells, Rich, Greene, New York.

RADIO AND TV

Adolph Coors □ Campaign for Coors Premium beer begins in late May in open-ended run. Flight will air in over 100 markets during sports and fringe times. Target: men, 18-34. Agency: Foote Cone & Belding, Chicago.

Pennzoil □ Campaign for motor oil begins first week in June and will run through Sept. 25. Flight will run three weeks on and three weeks off in 103 markets in late news, fringe and prime time on television and drive times on radio. Target: men, 18-49. Agency: Eisaman Johns & Laws, Houston.

21 Brands □ Campaign for Folonari red and white wines begins May 23 in 10 TV markets for six weeks and begins June 6 in 10 radio markets also for six weeks. Radio spots will air in all drive times and weekends, TV in news times. Target: adults, 25-49. Agency: Henderson Advertising, Greenville, S.C.

Flav-O-Rich □ Campaign for ice cream product will begin in late June for three weeks in 23 markets in television with commercials running in prime time, early fringe and daytime. Radio commercials will be carried in 125 markets throughout Southeast. Target: adults, 25-54. Agency: D'Arcy MacManus & Masius, Atlanta.

Velsicol Chemical □ Herbicide and pesticide products will be advertised on farm programs for two weeks, starting May 23, in 30 markets on radio and two markets in television. Target: men, 35-54. Agency: Kenrick Advertising, St. Louis.

rent "Breakfast With . . . " sessions at 8 a.m., to be repeated at 9:45 so that everybody can sit in on two, on subjects ranging from "Life-Style Trends" to "Executive Health." The life-styles panel will feature Florence Skelly, president of the Yankelovich, Skelly & White research firm. The executive health panel will be led by Dr. Kenneth Cooper, founder of the Aerobics Center in Dallas. Other workshops will concentrate on "Management of Technology," conducted by Professor William J. Abernathy of Harvard's Graduate School of Business Administration, and "Mismanagement Styles," by Ichak Adizes of the Adizes Institute for Managerial and Organization Research at Santa Monica, Calif.

Friday's general session, at 11 a.m., will hear addresses by Malcolm S. Forbes Sr., chairman and editor-in-chief of Forbes Inc., and Senator Robert W. Kasten Jr. (R-Wis.).

On both Thursday and Friday afternoons, the sharpening-of-skills process will continue on golf courses and tennis courts.

The wind-up business session will, as usual, be held Saturday morning and focus on creativity. There'll be a look at the creative product from the client's point of view by Donald R. Keough, president and chief operating officer of Coca-Cola Co., and from the practitioner's viewpoint by Carl Ally, chairman of Ally & Gargano, New York. Finally, Keith Reinhard, chairman and chief executive of Needham, Harper & Steers/USA, New York, and Sid Woloshin, president of Sid Woloshin Productions, also New York, will concentrate on another aspect of creativity in a session on "Say It With Music."

The annual reception and dinner will be held Friday night with Alan King providing the entertainment. □

Programing

Fourth networks making progress

Lack of movies is causing some delay in setting up new groups

Conversations about a once-a-week or once-a-month prime time entertainment network that would air on a fixed lineup of stations—both independent and network affiliates—are still active, according to company representatives involved, at least one of whom faces a self-imposed deadline of two months from now on whether to go ahead with such a project. Sources involved in the discussions report a variety of conflicts currently preventing final commitment to a network, the most pressing of which appears to be a lack of suitable movies.

Metromedia Inc., which announced at the March NATPE International conference that it was trying to sign affiliates for its proposed, once-a-month movie network (BROADCASTING, March 28), has encountered unexpected interest from stations affiliated with the major networks, according to Paul Rich, vice president, worldwide sales, Metromedia Producers Corp. Affiliates in "half-a-dozen" markets have asked to be included without knowing what movies Metromedia plans to offer, said Rich, while affiliates in another "10 to 12" markets have asked for the right to be considered once the movie lineup is announced.

Metromedia has not yet formally signed any stations to participate in its network, said Rich, although it has verbal agreements with independents in markets where "affiliate interest has been exhausted."

That movie lineup will probably include a made-for-TV movie about the life of Polish Solidarity leader Lech Walesa, which Metromedia has agreed to produce in association with Britain's TV South (BROADCASTING, May 2).

Randy Reiss, president of domestic television production and distribution at Paramount Television, said he is trying to line up commitments from stations in the top three markets and from major advertisers before making an effort to sign stations all over the country or line up programing for a once-a-week, three-hour block of prime time programing, anchored by a movie and including a one-hour program that could vary from drama to variety specials. Paramount is talking with both Metromedia and a consortium of stations owned by Tribune Broadcasting Co., Taft Broadcasting, Gaylord Broadcasting and Chris Craft Industries, said Reiss, and there is "still interest on all parts."

The Paramount proposal, first proposed by Paramount Television President Rich Frank at the annual Association of Independent Television Stations convention in January, would allocate at least 60% (and possibly more) of available advertising time in each three-hour block for national sales, according to Frank, with the rest left for local sales by stations. That compares with a 60-40 barter split being proposed by Metrome-

leaders of the Tribune-Taft-Gaylord-Chris Craft consortium.

The big problem facing proposals for a fourth network, according to several key players, is a real shortage of affordable movies that would generate sufficient ratings for advertiser interest. Paramount is looking into entering "a joint venture that would purchase programs from many sources," said Reiss, while Metromedia is proposing a lineup of about half theatrical and half made-for-TV features.

Another problem, not unrelated to the first, is that movie studios are hesitating to license properties to these proposed networks. According to Jim C. Dowdle, president of Tribune Broadcasting Co., the proposed occasional networks represent an unknown quantity to the studios, each of

Ratings Roundup

Part two of its science-fiction mini-series, *V*, and an increasingly strong Tuesday-night lineup put NBC-TV at the top of the national ratings pile for the first full week (Monday-Sunday, May 2-8) of the local rating sweeps by A.C. Nielsen and the Arbitron Co.

According to Nielsen's National Television Index, NBC averaged a 15.5 rating/26.2 share for the week, barely topping ABC-TV's 15.4/26.2 but breezing past CBS-TV's 14.6/24.7.

Despite a weak lead-in from the now-canceled series, *Love Sidney* (13.2/22), and a rerun episode of *Family Ties* (15.7/24), *V* (27/40) pulled NBC's Monday-night average to 22.8/34.6. ABC averaged a 14.5/22.5 for the night, with a lineup that included the movie, *Legs* (13.2/20), while CBS averaged a 14.3/21.7 with its series lineup, which included rerun episodes of *M*A*S*H* (15.6/23) and *Archie Bunker's Place* (12/20).

On Tuesday, original episodes of *A Team* (20.9/34) and *Remington Steele* (18.6/29) combined for a lead-in that gave a rerun episode of *St. Elsewhere* (16/28) the highest rating and share that series has achieved since its premiere. NBC averaged an 18.5/30.4 for the night, while ABC finished with a 16.3/26.6 and CBS, a 10/16.7.

The First 20

1.	*NBC Monday Night Movies—V, Part 2*	NBC	27.0/40
2.	*Dallas*	CBS	24.4/39
3.	*A Team*	NBC	20.9/34
4.	*Simon & Simon*	CBS	20.4/32
5.	*Facts of Life*	NBC	20.2/32
6.	*Love Boat*	ABC	20.0/35
7.	*60 Minutes*	CBS	19.6/40
8.	*Hart to Hart*	ABC	19.2/33
9.	*Three's Company*	ABC	19.2/30
10.	*Remington Steele*	NBC	18.6/29
11.	*9 to 5*	ABC	18.3/28
12.	*Fantasy Island*	ABC	18.2/34
13.	*CBS Movie—"Bronco Billy"*	CBS	18.1/38
14.	*Magnum, P.I.*	CBS	18.0/31
15.	*Hill Street Blues*	NBC	18.0/31
16.	*Battle-Network Stars*	ABC	17.9/29
17.	*Mississippi*	CBS	17.8/31
18.	*That's Incredible*	ABC	17.2/28
19.	*Fall Guy*	ABC	17.0/30
20.	*One Day at a Time*	CBS	16.9/26

The Final Five

63.	*Zorro and Son*	CBS	8.4/15
64.	*Monitor*	NBC	8.3/16
65.	*Berenstain Bears Special*	NBC	7.9/16
66.	*Wizards and Warriors*	CBS	7.1/14
67.	*Sunday Funnies*	NBC	6.7/14

Broadcasting May 16 1983
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Ownership changes

■ KSAR(FM) Salem, Ark. (95.9 mhz, 2.5 kw, HAAT: 320 ft.)—Seeks assignment of license from Salem Broadcasting Co. to Mountain Home Broadcasting Corp. for $125,000 plus $10,000 noncompete agreement. Seller is owned by Ronald E. Plumlee, who has no other broadcast interests. Buyer is owned by John Thomas Ahrens, president; Robert Charles Ahrens, and Bobby Dean Knight (one-third each). They also own one-third of KTLO-AM-FM Mountain Homes, Ark. Filed May 2.

■ KNYO(AM) Independence, Calif. (600 khz, 500 kw-D)—Seeks assignment of license from KNYO Inc. to Eastern Sierra Broadcasters Inc. for $147,000. Seller is owned by Lloyd Higuera and Burt Weiner (50% each). Higuera also is applicant for new FM at Gardnerville-Minden, Nev. Weiner has no other broadcast interests. Buyer is owned by Randall W. Lundvall (43.25%), David F. Latham (25.45%) and four others. It also is applicant for new FM at Libby, Mont. Filed April 25.

■ KCBQ-AM-FM San Diego (1170 khz, 50 kw-D, 5 kw-N; FM: 105.3 mhz, 29 kw, HAAT: 620 ft.)—Seeks assignment of license from Chartcom Inc. to Infinity Broadcasting for $8.5 million, including $750,000 for noncompete agreement ("Closed Circuit," Jan. 31).. Seller is wholly owned subsidiary of The Charter Co., publicly traded Jacksonville, Fla.-based oil and insurance conglomerate which recently sold, subject to FCC approval, KIOI(FM) San Francisco (BROADCASTING, May 2). KCBQ-AM-FM sale will conclude Charter's divestment of its radio station group. Buyer, based in New York, is headed by Michael A. Wiener, chairman, and Gerald Carrus, president. It also owns one AM and five FM's. It has received FCC approval to buy KXYZ(AM) Houston (see below). Filed May 2.

■ WFOM(AM) Marietta, Ga. (1230 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Woofum Inc. to Agape Communications Inc. for $482,500. Seller is equally owned by Lloyd G. Crowe and Sylva M. Landress. They have no other broadcast interests. Buyer is Marietta, Ga.-based group of 13 stockholders, each owning 7.7%, and headed by Billy L. Askea, president. Crowe will stay on as vice president of station and retain minority interest. Buyer has no other broadcast interests. Filed April 26.

■ WWCA(AM) Gary, Ind. (1270 khz, 1 kw-U; DA-1)—Seeks assignment of license from Lake Broadcasting Co. to Metro Communications Inc. for $650,000 (BROADCASTING, May 2). Seller is controlled by estate of Dee O. Coe. Buyer is owned by L.E. Willis, who also owns WFTH(AM) Richmond, WPCE(AM) Portsmouth, WOWI(FM) Norfolk, all Virginia; WSUE(FM) Green Cove Springs, Fla., and WIMG(AM) Ewing, N.J. He also bought, subject to FCC approval, WBOK(AM) New Orleans (BROADCASTING, May 2). Filed April 26.

■ KBCL(AM) Shreveport, La. (1220 khz, 250 w-D)—Seeks transfer of control of Results Unlimited Inc. from David W. Moore and others (100% before, none after) to John David Crow and others (none before; 100% after). Consideration: assumption of estimated $220,000 in debts. Principals: Sellers are David W. Moore, Jean H. Fore and Patsy B. Alban. They have no other broadcast interests. Buyers are John David Crow (25%), G. Randy Alewyne III (25%), his father, George R. Alewyne Jr. (30%), Michael D. Willis and James E. Nicholas (10% each). Crow, Alewyne and Nicholas also owns majority interest in KTFS(AM) Texarkana, Tex. George Alewyne Jr. is Shreveport geologist and Willis is Shreveport-based realtor. Filed April 27.

■ KQYB(FM) Spring Grove, Minn. (98.3 mhz, 2 kw; HAAT: 364 ft.)—Seeks transfer of control of Sun Communications Inc. (100% before; none after) to Gregory L. Wennes (none before; 100% after). Consideration: $150,000. Principals: Seller is equally owned by John H. White and wife, Pamela R. They have no other broadcast interests. Buyer is general manager of station. He has no other broadcast interests. Filed May 2.

■ WELZ(AM) Belzoni, Miss. (1460 khz; 1 kw-D)—Seeks assignment of license from Humphreys County Broadcasting Co. Inc. to Heart of Dixie Broadcasting of Mississippi for $165,000. Seller is owned by Herb Guthrie (99%), his wife Joyce, and Neil S. Wood (.05% each). They also are applicants for new FM at Belzoni. Buyer is owned by Buford Bennett Strange and wife, Mayme Stone Strange (50% each). Bennett Strange also owns KDXI(AM)-KJVC(FM) Mansfield, La. Filed May 2.

■ WHVN(AM) Charlotte, N.C. (1310 khz, 1 kw-D, DA-D)—Seeks assignment of license from WKTC Radio Corp. to Tomlinson Communications Inc. for $180,000. Seller is owned by George H. Buck Jr., president, who also owns WCOS-AM-FM Columbia, S.C.; WYZE(AM) Atlanta; WMGY(AM) Montgomery, Ala.; WPCT(FM) Lobelville, Tenn.; WCLS(AM) Columbus, Ga., and WSAY(AM) Salem, Va. Buyer is owned by Richard E. Tomlinson (51%) and Robert J. Werra (49%). They have no other broadcast interests. Filed April 26.

■ WIST(AM) Charlotte, N.C. (1240 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Metrolina Broadcasting Corp. to George H. Buck for $410,000. Seller is owned by Consolidated Theaters Inc., headed by Sam W. Craver Jr., president. It has no other broadcast interests. Buyer is also selling WHVN(AM) Charlotte (see above). Filed April 27.

■ WCOJ(AM) Coatesville, Pa. (1420 kw; 5 kw-U, DA-N)—Seeks transfer of control of Chester County Broadcasting Co. from William S. Halpern and Louis N. Seltzer (100% before; none after) to Lenfest Chester Inc. (none before; 100% after). Consideration: $1.8 million. Principals: Sellers also own cable TV systems in Chester county, Pa. Buyer is principally owned by H.F. Lenfest, president. He also owns cable systems in Lebanon, Phoenixville, Pottstown and Quakertown, all Pennsylvania. Filed April 29.

■ WIFI(FM) Philadelphia, Pa. (92.5 mhz, 50 kw, HAAT: 550 ft.)—Seeks assignment of license from GCC Communications to Beasley Broadcast Group for $6 million. (BROADCASTING, May 9). Seller is headed by Alexander M. Tanger, president. It also owns WHUE-AM-FM Boston. Buyer is Goldsboro, N.C.-based group owner of five AM's and six FM's, principally owned by George Beasley, president. He recently sold WKBX(AM)-WSGF(FM) Savannah, Ga. (BROADCASTING, May 2). Filed May 2.

■ WVAP(AM) Burnettown, S.C. (1510 khz, 1 kw-D, DA-D)—Seeks assignment of license from Midland Valley Investment Co. Inc. to Marma Corp. for $157,500. Seller is owned by Shirley J. George (49%), Harry A. Parker (26.5%) and ' is wife, Martha D. (24.5%). They have no other broadcast interests. Buyer is owned by Michael V. Brown (25%), Glenn E. May, president (51%), his wife, Margaret (20%), and their children Craig and Cydessa (2% each). Brown owns 5% of WBDY-AM-FM Bluefield, Va. Filed April 27.

■ KNCI(AM) Boerne, Tex. (1500 khz, 250 w)—Seeks assignment of license from Hart Broadcasting Co. Inc. to Ballard Broadcasting Co. Inc. for $115,00 plus other consideration for noncompete agreement (BROADCASTING, May 9). Seller is owned by Larry Tschirhart, president. He has no other broadcast interests. Buyer is owned by Drew Ballard, president, who also owns KCLY(AM)-KLTD(FM) Lampasas, Tex. Filed April 27.

■ KIKN(AM) Sinton (Corpus Christi), Tex. (1590 khz, 1 kw-D, 500 w-N)—Seeks assignment of license from Champagne Broadcasting Corp. to Stereo Broadcasting Corp. for $310,000 (BROADCASTING, May 9). Seller is owned by Allen E. Schepper, president, who has no other broadcast interests. Buyer is headed by Stephen A. DeWalt. It also own KBOR(AM) Brownsville, Tex., and KIOU(FM) Corpus Christi. Filed April 28.

■ KTXS-TV Sweetwater, Tex. (ABC, ch. 12, 257 kw vis., 25.7 kw aur., HAAT: 1,400 ft.)—Seeks assignment of license from Prima Inc. to Catclaw Communications Co. for $3.5 million. Seller is headed by Charles Woods, chairman. It has no other broadcast interests. Buyer is owned by W.M. Moore Jr., president. Moore is Abilene, Tex. advertising executive, no other broadcast interests. Filed April 26.

■ WHHV(AM) Hillsville, Va. (1400 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Hillsville-Galax Broadcasting Co. to Magnum Communications Inc. for $210,000, including noncompete agreement. Seller is headed by Robert R. Hilker, president. It also has interest in WCGC(AM) Belmont, WSVM(AM) Valdese and WEGO-(AM)-WPEG(FM) Concord, all North Carolina; WJJJ(AM) Christiansburg and WVVV(FM) Blacksburg, both Virginia, and WYNR(AM)-WPIQ(FM) Brunswick, Ga. Buyer is owned by Howard E. Espravnik (78%) and Jay A. Bough (22%). Espravnik is part-time announcer at WAKE(AM) Valparaiso, Ind. Bough is sports director at WFML(FM) Washington, Ind. Filed May 2.

■ KRKK(AM)-KQSW(FM) Rock Springs, Wyo. (1360 khz, 1 kw-D, 500 w-N, DA-N; FM: 96.5 mhz, 100 kw, HAAT: 1,680 ft.)—Seeks assignment of license from Media West Inc. to The Thicket Broadcasting Co. of Wyoming Inc. for $325,000. Seller is owned by estate of Arnold H. Morck. It has no other broadcast interests. Buyer is owned by Richard Beauchamp, chairman (80%), Henry A. Kane and Adam G. Polacek (10% each). They also own KTYL-AM-FM Tyler, Tex. Filed May 2.

Actions

■ WFNC(AM)-WQSM(FM) Fayetteville, N.C. (940 khz, 50 kw-D, 1 kw-N; FM: 98.1 mhz, 100 kw)—Granted transfer of control of Cape Fear Broadcasting Co. from Victor W. Dawson (51% before; 50% after) to Margaret Dawson H. Dickson and Ann Cameron Highsmith (none before; 50% after). Consideration: $572.79. Principals: Transferor is selling one share of his interest to his nieces, which changes his percentage in ownership of licensee from 51% to 50%. Upon completion of transaction, his nieces will own balance of stock (49%) formerly owned by their mother. (BTC,H-821221GE,F). Action April 28.

■ WLCF(FM) Southport, N.C. (107.1 mhz, 3 kw, HAAT: 300 ft.)—Granted transfer of control of Brunswick Broadcasting Co. from stockholders (100% before; none after) to Rawley Communications Corp. (none before; 100% after). Consideration: $425,000. Principals: Seller is owned by Clarence S. Mowery Jr. (30.06%), Robert G. Kimmel (22.19%), his brother Charles E. (16.74%) and others. None have other broadcast interests. Buyer is owned by David A. Rawley Jr. and family, who own WJYR(FM) Myrtle Beach, S.C. (BTCH-830217GK). Action April 28.

■ WYTV(TV) Youngstown, Ohio (ABC, ch. 33, 912 kw vis., 182 kw aur., HAAT: 557 ft.)—Granted assignment of license from Adams Russell Co. to Benedek Broadcasting Corp., for $9 million. Seller is publicly traded, Waltham Mass.-based electronics manufacturer and cable MSO. Buyer is owned by A. Richard Benedek and Robert L. Dudley (50% each). Benedek is principal owner of WTAP(TV) Parkersburg, W. Va. Dudley owns 24.5% each of KLBK(TV) Lubbock and KTXS-TV Sweetwater, both Texas. The latter has been sold, subject to FCC approval (see above). Benedek and Dudley are also principals in group that bought WDAU(TV) Scranton, Pa. (BROADCASTING, Oct. 11, 1982). (BALCT-830121KJ). Action April 15.

■ KAYC(AM)-KAYD(FM) Beaumont, Tex. (1450 khz, 1 kw-D, 250 w-N; FM: 97.5 mhz, 50 kw, HAAT: 320 ft.)—Granted assignment of license from Texas Coast Broadcasters Inc. to Long-Pride Broadcasting Co. for $1.75 million plus noncompete covenant of $250,000. Seller is owned by David H. Morris, president, who also owns KNUZ(AM)-KWUE(FM) Houston. Buyer is owned by Charley Pride (51%); Jim Long (36%); Jerry Lastelick (10%), and H. Roger Dodson (4%). Pride is country and western singer; Long is president and owner of FirstCom Broadcast Services, Dallas-based radio programer and syndicator; Lastelick is Dallas-based attorney, and Dodson is president and general manager of KQAM(AM)-KEYN-FM Wichita, Kan., which are owned by Pride, Long and Lastelick, (BALH-830309FQ). Action April 25.

■ KXYZ(AM) Houston (1320 khz, 5 kw-U)—Granted assignment of license from Slater Broadcasting Co. to 13 Radio Corp. for $1.5 million. Seller is headed by Manning Slater, president. It has other broadcast interests. Buyer is owned by Infinity Broadcasting Corp., which also bought KCBQ-AM-FM San Diego (see above). Action April 21.

■ KZEU(FM) Victoria, Tex. (107.9 mhz, 50 kw, HAAT: 500 ft.)—Granted transfer of control of McDougal Broadcasting Inc. from Dudley B. McDougal (80% before; none after) to Longcrier Communications (25% before; 100% after). Consideration: $100,000. Principals: Seller is president and has no other broadcast interests. Buyer is Austin, Tex.-based general partnership, principally owned by Steven W. Longcrier, which owns KELG(AM) Elgin, Tex. (BTCH-830310GT). Action April 28.

Summary of broadcasting
as of March 31, 1983

Service	Licenses	CP's	Total *
Commercial AM	4,708	149	4,857
Commercial FM	3,421	391	3,812
Educational FM	1,090	162	1,252
FM translators	609	288	897
Commercial VHF TV	527	14	541
Commercial UHF TV	307	166	473
Educational VHF TV	111	6	117
Educational UHF TV	175	14	189
VHF LPTV	152	89	241
UHF LPTV	21	72	93
VHF translators	2,784	254	3,038
UHF translators	1,772	403	2,175
ITFS	244	89	333
Low-power auxiliary	812	0	812
TV auxiliaries	7,260	205	7,465
UHF translator boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,159	53	12,212
Aural STL & intercity relay	2,749	166	2,915

* Includes off-air licenses.